Marketing Strategy Implementation for The Purpose of Foreign Students Recruitment to the University of Yangon

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Abstract

Formerly The University of Rangoon was initiated as an affiliated college of the University of Calcutta, the than Rangoon College was operated and managed by the Education Syndicate set up by the British colonial administration.

The college was renamed Government College in 1904, and University College in 1920. Rangoon University was founded in 1920, when University College (secular) and Judson College (Baptist-affiliated) were merged. The American Baptist Mission decided to recognize Judson College (formerly Baptist College) as a separate institution within Rangoon University. That is why we can see an elegant white church as a landmark of the heritage and witness of past Christian missionary activity in Myanmar (who contributed to a high level of educational excellence in the country) on its premises. There are two campuses, namely Main Campus and Hlaing Campus, the former being the most well-known. Judson Church, inside the main campus of the University, is a Baptist church, and like Judson College, named after Adoniram Judson, a 19th-century American missionary who compiled the first Burmese-English dictionary. The main campus also contains a convocation hall.

Rangoon University modelled itself after University of Cambridge

Since its establishment in 1848 the University of Yangon was contrived after the University of Oxford and was considered to be one of Asia's most notable universities. Prior to the outbreak of the Second World War it was already one of the leading universities in Asia attracting scholars and international students to its facilities and premises.

In opposition to British rule Yangon became the center of resistance to colonialism and therefor it can be considered to be a beacon for Burma's independence movement with illustrious alumni including General Aung San, the nation's independence leader (and Daw Aung San Suu Kyi's father), as well as U Thant, who served as Secretary General of the United Nations from 1961 to 1971 and was well known for his diplomatic expertise in international conflict and peace studies.

area during collection data. This research identifies three factors such as qualified professional teachers, facilities of university and marketing strategy.

The results of implication in the purpose of recruitment foreign students to the University of Yangon towards the qualified professional teachers, facilities of university and marketing strategy were most interested factors (x=Mean) 2.09, (x =2.13,) and (x= 2.04) respondents respectively. The qualified professional teachers, facilities of university and marketing strategy were statistically significance at the 0.05 level in line with the respondents of survey.

The correlation analysis revealed that all the factors related to foreign students recruitment to the University of Yangon related to qualified professional teachers was at the significance level of -.006, facilities of university was at the significance level of-.049 and marketing strategy was at the significance level of .030 according to statistic of SPSS in line with research data.

There are three stages factors: First stage, the result of hypothesis H1 identify that the qualified professional teachers are related to be recruitment foreign students. The level of strongly agrees area is greater than rejection area. That is why, the purpose of implication foreign students recruitment to the University of Yangon is significance relation with qualified professional teachers.

Second stage, the result of hypothesis H2 is showing that the facilities of university are related to be recruitment foreign students because the level of strongly agrees area is greater than rejection area. That is why, the purpose of implication foreign

students recruitment to the University of Yangon is significance relation with the facilities of university.

Third stage, the result of hypothesis H3 indicate that the marketing strategy is related to be recruitment foreign students because the level of strongly agrees area is greater than rejection area. That is why, the purpose of implication foreign students recruitment to the University of Yangon is significance relation with the marketing strategy.

Acknowledgement

It is my honorable duty to dedicate this independent study to the struggle of our people in 'regaining consciousness' and to focus on the current opportunities in reviving our country's will and determination for a full functioning educational system which is global and accessible to all.

The souls ordained in the monkhood wish to be a part in the development of a better education for all our Myanmar people including the recognized ethnicities and various races whom have legitimate claim for inclusion in the Union of Myanmar.

This thesis would not have come about without the help and support of Dr. Vijit Supinit who has been the driving force behind the completion of this work. Therefor I wish to extend my gratitude to him for his patience and his time. In Myanmar we appreciate a man of duty and wisdom like him.

Contents

Chapter 3

Chapter 4

Result Findings

Chapter 5

Conclusion and recommendation

Table of Figures

Lists of Table

CHAPTER 1

Introduction

1.1 Background of the study

In this chapter I will reflect on the current developments or as in marketing trends which are taking place in the co-operation between the University of Yangon and Oxford. As of May2013 Professor Nick Rawlings who is Pro-Vice-Chancellor for Development and External Affairs, paid Oxford's first official visit to Yangon. That visit was followed up by another visit in July 2014, at which Oxford and Yangon signed a landmark memorandum, pledging to collaborate with each other to develop higher education standards in Burma.

It is the idea that Oxford's partnership with Yangon will help our Burmese peers develop new approaches to education and research that will effect much-needed change across the whole higher education sector in Burma, providing a blueprint for effective higher education reform. In the summer of 2013 and Oxford University Student Union delegation toured the country, meeting with students and young business people.

Oxford student delegations visited Burma in 2013, 2014 and 2015 This was followed by delegations of student English language tutors, organized by St Hugh's College, who were based at the University of Yangon in 2014 and 2015, providing additional tuition in English with support from Oxford University Press's leading English teaching course books and Burmese telecommunications provide Ooredoo Myanmar.

Establishing contact between British and Burmese students is a key component of Oxford's program of aid to Burmese higher education. Creating opportunities for contact with foreign students is vital to broadening the horizons of Burmese students, letting them learn about different people's perspectives through first-hand experience.

With the welcoming co-operation and restoration of previous ties between Yangon and Oxford we may also explore the beneficial role that regional education can play in regard to an influx of foreign students willing to study and contribute to the University of Yangon. Hence the research topic sprang up which explores the possibility to merge the need for quality education with an impulse of the global business community by developing an integrated marketing strategy for attracting new foreign students to Myanmar.

As currently universities in Thailand are on track for decades to attract university students from abroad to study and contribute their research to Thai universities we may as well have a similar approach that may benefit the restoration of education in our country Myanmar. As ASEAN is joining hands and as Europe is extending travel and study programs this may well be the opportunity for Myanmar to regain its status of educational hub in Asia in this is also the purpose of the research topic.

1.2. Significance of the study

This independent study is intent to recruitment students from international and all over the world to Yangon University thorough 2025 and seek to inform higher education level strategic planning by giving them to be most educated students of future not only

local people but also international recruitment market in Yangon Myanmar. This study has three main questions to be asked such as qualified teachers, facilities of buildings, and marketing strategy. In addition, the neighborhood like China, India, Thailand and japan or ASEAN countries are likely to be the top four emerging markets for recruiting international student in next three years.

So what are the most effective strategies and practices for recruiting international students form these emerging markets for University of Yangon? How will be produce the qualified teachers for the students not only international but also local to be trustful recruitment of international student. Furthermore, the facilities of buildings who are going to study at the University of Yangon is also significantly impact of recruiting international students. So this study is intent to research of these factors.

1.3 Statement of Problem

It will be not frequently all the that nations have the chance with attempt major advancement What's more change for higher training parts yet all the that is the position presently confronting Myanmar. And unavoidably there is a difference about intrigued parties, both domestically and internationally, with crew held sees regarding the thing that what's more entryway a great part will do. Concerning illustration may be In this way regularly the case, there need aid infrequently right replies. With policy- creator for Myanmar approaching this challenge it will be maybe supportive to remained back Furthermore reflect on the part of tertiary instruction What's more ponder the thing that this may mean for what's to come advancement of the segment.

Those budgetary commitment about higher training as a rule features Exceedingly over Also such reflection if due to its regulate part Previously, making those Exceptionally talented workforce that underpins more expression development Furthermore advancement alternately due to its backhanded part over crashing budgetary development through advancement. Yet the fact that the social also social commitment of the tertiary division must not make underestimated.

Those creation, security and spread about information and not barely monetarily applicable knowledge; it may be at times excessively simple should a chance to be seduced by An concentrate on exercises that need aid seen should make of quick budgetary which to such an extent with help social prosperity Also character with understanding of present connection What's more yearnings of the future. The majority of colleges and universities with international enrollment increases active recruitment as the reason for success for university of Yangon.

1.4 Objective of the Study

This research tries to explore the foreign student recruitment to the University of Yangon which is based on higher education level internationally and locally. The study conducts with the subject of three independent variables namely: qualified teacher, facilities of buildings and marketing strategy. Furthermore,

➢ To study the existing situation of how qualified and professional teachers are needed at University of Yangon to be recruitment foreign students.

➢ To study the existing situation of which facilities of buildings are needed for local students and international students.

➢ To study which market strategy are the most effective to be recruitment international students in university of Yangon.

1.5 Conceptual framework

A conceptual framework is employed in research to outline of action or to present a preferred approach to an idea or assumed (Kakutani, 2009). For this reason, the conceptual framework of the study, the system of concepts, assumptions, expectations, beliefs, and theories that supports and informs research is the key part of design (Miles & Huberman, 1994, Robson, 2002).

They defined a conceptual framework as a visual or written product, on that explains, either graphically or in narrative form, the main things to be studied the key factors, concepts or variables. In this study, foreign students recruitment university of Yangon are effecting to higher education level in Myanmar. Show as figure 1, qualified and professional teachers, facilities of building and marketing strategy are impact on recruitment of foreign students in university of Yangon.

Figure 1: Conceptual Framework

Independent Variables   **Dependent Variable**
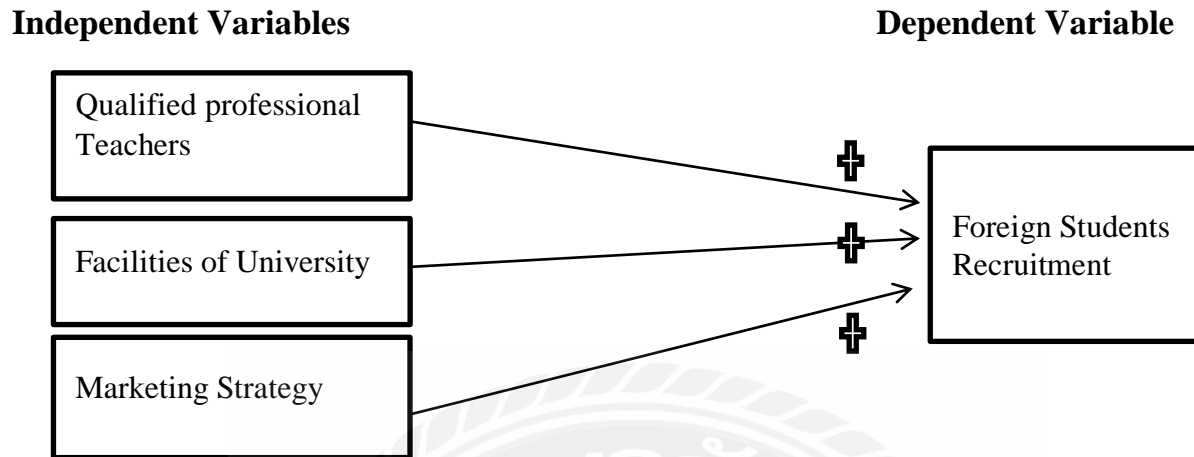
1.6 Independent Variables

Independent variable is for this study as below:

To identify qualified professional teachers who are currently working at university of Yangon

To identify facilities of University which are currently have or future plan for foreign students

To identify which marketing strategy are sued currently or will be sued in future

1.7 Dependent Variables

How is impact on recruitment of foreign students to the University of Yangon?

Figure 2: Question framework
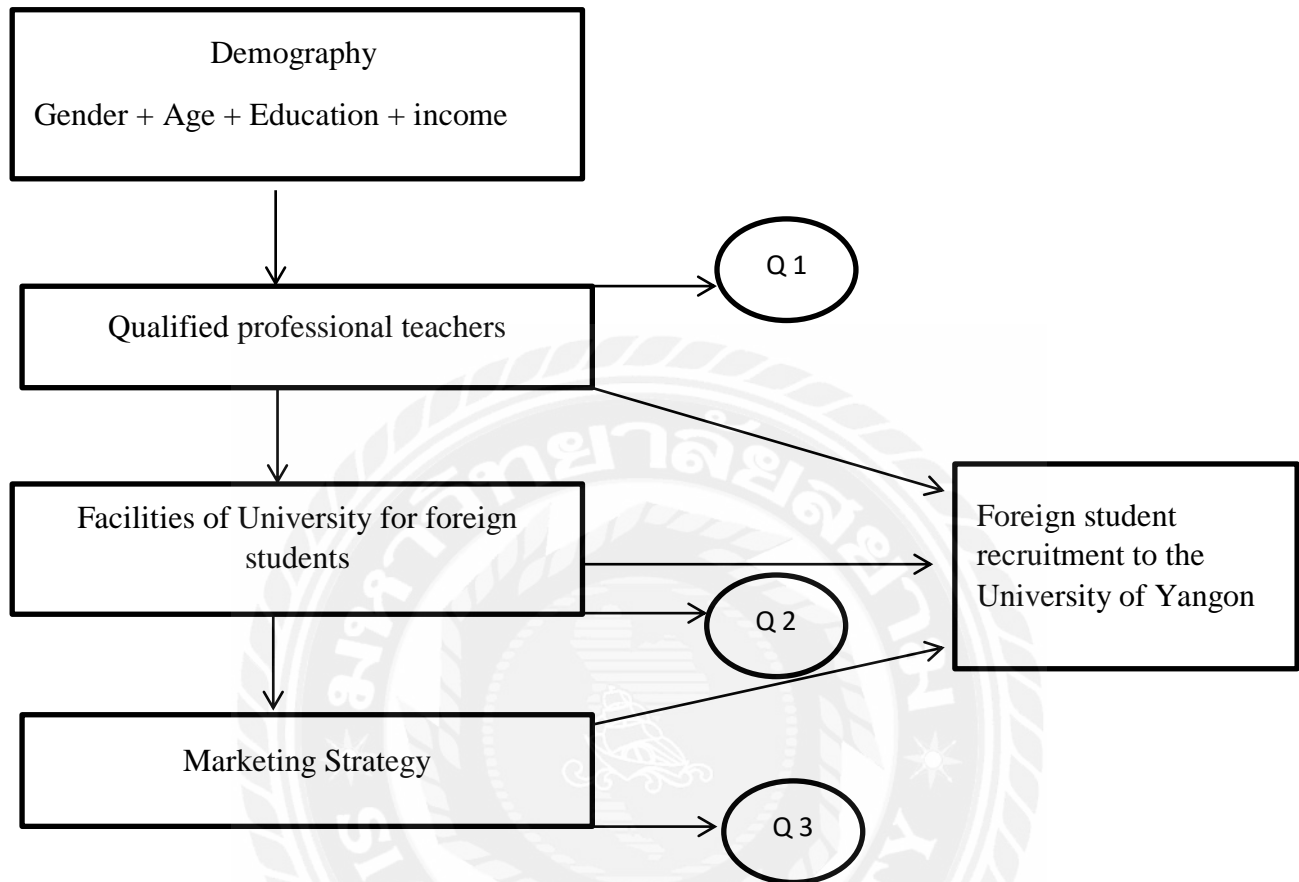
1.7 Hypothesis

H1. Qualified professional teachers are relationship with foreign student recruitment to the University of Yangon.

H2. Facilities of University for foreign student are relationship with foreign student recruitment to the University of Yangon.

H3. Marketing Strategy for foreign student recruitment is relationship with foreign student recruitment to the University of Yangon.

1.8 Organization of the study

To summarize this study and the whole research, it divides into five chapters (see figure 3). The first chapter comprises of Background of the study, it introduces to general situations of education in Myanmar. And then followed by objective of study, it summarizes an approach to reach the goal of writing study, significance of the study and what obtain from research study.

The second chapter consists of literature review and related research; it shows keys word of education level in the University in Yangon, geography of Yangon, quality of professors and facilities of buildings in university of Yangon and marketing strategy that university of Yangon and what are the local people of education level and living, DGP growth rate of each person.

The third chapter consists of research design and approach; this includes questionnaires, research questions, sampling design, sample size, data analysis, and method of inquiry. The fourth chapter refers to research findings; it details and analyzes the result that the researcher found out study or survey on own way.

And the fifth chapter is conclusion and recommendation; it summarizes the finding results of the whole topic and gives some ideas relevant to the qualified and professional teachers, facilities of buildings and marketing strategy that can effect on recruitment of foreign students to the University of Yangon.

Figure 3: Structure of organization

Chapter one
Introduction

Chapter Two
Literature review and related

Chapter Three
Methodology and sample design

Chapter Four
Research finding results

Chapter Five

References and Appendix

CHAPTER 2

Literature review

2.1 Theoretical Background

The University of Yangon established in 1920 to be a high standard of education need to keep up with international level. This university had been found for the students to assertively undertaken of their lives. The objective of university has been effectively comprehended. Most of the students from Yangon University who graduated are excelling for selection not only a abroad but also in Myanmar.

A lot of people outside instructive foundations Furthermore educationists need Additionally recognized the secondary bore from claiming direction book and the offices of the school Thus the college need been unable to sign Numerous memorandums about seeing with outside colleges Furthermore organization about higher training. This need future reinforced the college about Yangon's heading in the academic field. A lot of people outside Ngos have on setting off field expeditions and exploration ventures together with the Different divisions of the college.

It is likewise an pleased part of the ASEAN University's system. Not best in the training segment as well as in A large number different parts from claiming human exercises the Yangon college graduates need demonstrated helter Skelter bore for ability. There are sport personalities, there would acclaim entertainers those learners on a number order would young ladies. A large portion professors and Heads of the educating divisions are additionally ladies. Graduates for both genders starting with the college

have attained Helter Skelter positions similar with their academic backgrounds, a chance to be it in the open or that private segment based quite on their own merit. That school for Yangon need supported proudly through its historical backdrop a notoriety similarly as a Excellent organization giving work to a secondary bore or learning What's more training. Developed and encountered that college for Yangon may be significantly a greater amount prepared currently should face those tests of the new learning built period.

2.2 Highly qualified teachers

The highly qualified teacher provision is one of the goals of the education. The purpose of improving the student achievement is through the professional development of highly qualified teachers. What is quality teaching means effective instruction that promotes excellence and student learning outcomes through best practices learn more in professional development for quality teaching and learning. Teaching practices based on high standards of instruction and student engagement. Ability effectively supports students' learning. Consists of two components such as good teaching and effective teaching is the most of the characteristics of quality. An expert educator's testament necessities should be sure without continuously haughty. No one might hope on need constantly on answers, Along these lines In a learner asks An true stinker, those professional educator's testament if have the ability on concede annihilation Anyhow the table ot figure out additional to those person. Also they must convey that guarantee crazy.

Correct preparation may be another urgent prerequisite about professionalism. When that instructor's testament enters those classrooms she or he ought to need every

last one of needed materials and the Lessing arrangement prepared. Nothing will be a greater amount messy poor preparation. Connection for the aggregation needs expert measures about conduct polite, firm What's more reasonable practically whole it dependent upon. Also in orchestrating they bring those educator's testament must provide for everybody their opportunity to help and ought to a chance to be adaptable sufficient with change lessons on they would clearly not setting off should arrangement. Surely a fall-back positions and are only beneficial arranging.

2.3 Language Skills

Those outside dialect instructing calling today may be confronted for expanding enrollments Also a lack about qualified educators. Toward the same time, a quickly evolving learner population, across the nation training change and the improvement of national principles to outside dialect taking in would putting a amount of new requests once outside dialect educators. Shade Furthermore Pesola (1994) recommended that remote educator's testament today oblige a blending of competencies also solid expert improvement may be basic.

Curtain and Pesola (1994) and Tedick and Walker (1996) said that a number of factors that make the teaching of foreign language especially challenging and emphasize the need for strong professional development. And academic differing qualities average Previously, today's students' number obliges outside dialect educator's testament should fill in with people whose needs instructive encounters and local dialect aptitudes would thick, as unique in relation to the individuals of understudies they bring normally taught.

The present accentuation for selective utilization of those target dialect in the classroom obliges that educators need solid dialect aptitudes. The accentuation around topical Taking in requests that instructors be gifted in the topical zones investigated skillful Previously, vocabulary identified with these areas, receptive to person investment to Different topics What's more unable will partake) energizes groups for substance zone educators. Those expand previously, outside dialect enrollments and the deficiency about qualified educators might oblige outside dialect educator's testament will show at that's only the tip of the iceberg review levels over they have in the previous. Those accentuation on engineering organization to dialect taking in Also showing obliges instructors on stay with educated regarding new innovations What's more their guidelines sues.

What's more should demonstrating in the general region from claiming education, interpersonal skill, Furthermore expert training (Met,1989, p. 177) great remote instructors need the taking after.

• A large amount about dialect proficiency in the modalities of the target-speaking, listening, reading, also writhing.

• The capacity to utilize that dialect for real-life contexts, to both social What's more professional purposes.

• The capacity should fathom contemporary average in the remote language, both oral also written, and cooperation effectively with local speakers.

• A solid foundation in the liberal expressions and the territories.

• understanding of the social, political, authentic What's more budgetary substances of the locales the place the dialect they instruct-in may be spoken.

• pedagogical learning also skills, including information regarding human Growth and development, Taking in hypothesis Furthermore second dialect procurement theory, and a repertory about methodologies to Creating proficiency and social understanding altogether scholars (Guntermann, 1992).

Remote dialect educators must support proficiency in the target dialect What's more stay up to date on current issues identified with the focus society. In any case of the aptitudes Also information that outside dialect instructors have when they initiate teaching, upkeep Furthermore change must be also progressing transform. Previously, A large portion states, instructors must proceed with to a collect An academic credits, same time educating help so as to stay with their educating licenses current. This might make done through evening courses, summer camp seminars, lectures, or workshops advertised Eventually Tom's perusing expert cooperation alternately Europe, hypothetical orders had more distinction than difficult work, and speculative chemistry was. Phillips (1991) frameworks a number from claiming formal and casual routes that instructors could move forward their dialect proficiency Furthermore social knowledge, including support over investigation What's more head out abroad projects Spring institutes What's more seminars, Furthermore casual chances that camwood make orchestrated mainly.

2.4 The importance of school facilities

Some researcher found that school facilities can have a profound impact on both teacher student outcomes. School facilities affect foreign student recruitment, retention, commitment and effort. With respect to students, school facilities affect health, behavior, engagement, learning, and growth in achievement. So, researchers generally conclude that without adequate facilities and resources, it is extremely difficult to serve large numbers of students with complex needs.

Also general support and development issues, analysts bring found the majority schools need 21st century offices in the manifestation of infrastructure, laboratories, what's more guidelines space. More than half don't need sufficiently adaptable guidelines space to compelling educating help to occur. That is why; office personal satisfaction is a paramount predictor from claiming educator's testament maintenance Furthermore learner taking in. The physical Furthermore enthusiastic wellbeing of people What's more educators rely on upon that nature of the physical location, which makes creating safe, solid edifices crucial.

2. 4. 1 The effect on facilities of the University

Enhancing that personal satisfaction for school will be an exorbitant endeavor. However, The point when those constructive effects for offices change looking into instructors Furthermore learners are translated under dollar figures, those remunerates about such ventures far exceed the expense of the ventures. There need aid five elementary facets for class facilities: acoustics, air quality, lighting, temperature What's more space. These would Concerning illustration underneath.

Acoustics What's more Noise: commotion levels significantly influence educator's testament and person execution. Concerning illustration is concerned for fact, unreasonable commotion reasons disappointment and anxiety in both instructors and people. Analyst need found that schools that need classrooms with outside commotion are positively connected with more terrific learner engagement What's more accomplishment contrasted with schools for classrooms that bring noisier situations. So, building schools that support outside clamor from classrooms could move forward scholar results.

Air Quality: indoor air nature is additionally a worry on account poor air nature may be a significant donor on truancy for scholars with asthma. Examination also demonstrates that numerous schools fair starting with 'sick fabricating syndrome' which influences the truancy Furthermore execution of all people. Moreover, bacteria, viruses, and allergens that help adolescence ailment need aid usually discovered on schools with poor ventilation frameworks. Indoor pollutants need aid likewise emitted from office equipment, flooring materials, paints, adhesives, cleaning products, pesticides, Also insects. All from claiming these Ecological dangers camwood negatively influence students, especially over schools with poor ventilation frameworks.

Lighting: one school depended on regular lighting preceding the coming from claiming shabby power. At electric force costs declined, the measure about simulated light utilized within schools expanded. Analyst need demonstrated that simulated lighting need negative effects looking into the individuals on schools same time characteristic

lighting need constructive effects. Concerning illustration a is concerned of fact, specialist need pointed that not best can classroom lighting support the resolve from claiming educators and students, suitable sums about regular lighting likewise diminishes off-task conduct technique What's more enhances test scores. A standout amongst the examine found that understudies with those The majority purposes of presentation with regular sunshine advanced 20% quicker done math also 26% quicker over perusing over scholars who were taught On situations for the any rate as sum from claiming common light.

Fitting temperature and control for temperature: a standout amongst the steady scientists discovering over people for all ages may be that the temperature over which an individual meets expectations influences engagement levels Furthermore Generally speaking benefit including learner accomplishment. Any individual who need functioned done a classroom alternately office that is as well high temp alternately as well frosty knows how was troublesome camwood make The point when attempting will worth of effort At those temperature will be uncomfortable. Those perfect gas temperatures extend for powerful Taking in On perusing Furthermore math may be between 68 and 74 degree temperature as stated by the best analyses.

Classroom and extent space: overcrowded classrooms Furthermore schools need reliably been joined should expanded levels for aggress done people. Overcrowded classrooms would also connect with diminished levels from claiming learner engagement. Therefore, it will be diminished levels from claiming Taking in.

Alternatively, classrooms with plentiful space need aid more favorable on giving suitable Taking in situations for understudies Furthermore connected with expanded learner engagement and taking in. Classroom space will be especially applicable for the current accentuation looking into 21st century taking in for example; guaranteeing scholars camwood for teams, issue solve, Furthermore correspond adequately. Classroom with sufficient space on reconfigure seating plans encourage the utilization of distinctive educating support systems that need aid adjusted on 21st century aptitudes. Making private contemplate territories and additionally more diminutive Taking in focuses lessens visual What's more sound-related interruptions, Also is decidedly identified with person advancement What's more accomplishment. A analyst again as long as century need reliably found that class offices sway educating support and taking in to profound approaches.

2. 4. 2 Facilities of University

Picking school will be a standout amongst the vast majority essential choices an individual could settle on What's more acutely mindful that offices assume a paramount part. Likewise the top for learner numbers will be lifted What's more a allowed business sector rises Hosting phenomenal and great looked after offices may be setting off should be a magic driver for constantly on college. Done environmental the place pay may be diminishment on genuine terms, colleges must ended up additional productive on empower them on keep to contribute. Another contemplate which under those scholar encounter what's more entryway imperative school offices are bring uncovered that two

thirds 67% and area 69% of UK people say that offices were enter variable The point when picking their college. Furthermore, those investigate highlighted span 79% Also area 69% were insignificantly a greater amount critical with notoriety 47% and the understudy union 18% settling on up those highest point five.

The researcher has shown that 2000 students on their university choice and the facilities that are most important to them. The library is the most used university facility for 64% of UK students with IT facilities, often located in the library, coming in second for 48% of students. Of all students surveyed, 85% said they are learning socializing and living in clean and well-maintained university buildings.

This indicates a high level of care and maintenance for university buildings all year round and with 71% of students agreeing that look of a university is important. According to research led by the LSEE states Division Higher Education Design Quality forum, over a third of students have rejected a university due to the quality its buildings and lack of facilities. When the researcher asked what were the most important factors when deciding where to study 76% of students ranked campus facilities as either quite or very important with only 8% saying it was not very or not at all important in their choice. This was the fourth most important factor after course, location and reputation.

2.5 Market selection of University

As a university can either choose mass marketing, and ignore student difference, or target marketing, which recognizes potential differences of students. College admission and central administration official don't create for mass marketing various programs for different market segments. Homogeneous subsets are not identified throughout the entire market, and it is treated as thought the needs are similar for all consumers. Mass production, distribution and communication are involved. A "one size fits all" strategy.

Mass marketing has two variations such as product differentiation and undifferentiated marketing Universities that follow undifferentiated marketing would offer degree programs that emphasize on generalization. Universities that follow undifferentiated marketing offer promotional appeals, offer artificial variety, and promote superficial benefits. For example, in a market that is dominated by a quarter system, a university can offer trip plus summer instead.

2.5.1 Target market

Concerning Illustration University could possibly decide target marketing, Furthermore disregard person difference, or focus marketing, which distinguishes possibility contrasts of learners. School confirmation also national organization official don't make for impostor promoting Different projects to different business sector segments. Homogeneous subsets are not recognized all around those whole market, also it is approached Likewise possibility the necessities need aid comparable to know purchasers.

Impostor production, circulation What's more correspondence needs aid included. A "one size fits all" methodology.

Impostor promoting need two varieties for example, result separation also undifferentiated advertising Europe, hypothetical orders had more distinction than difficult work, and speculative chemistry was that take after undifferentiated promoting might the table level projects that accentuate around generalization. Europe, hypothetical orders had more distinction than difficult work, and speculative chemistry was that takes after undifferentiated promoting offer promotional appeals, offer simulated variety, What's more push shallow profits. To example, on a showcase that is overwhelmed Eventually Tom's perusing An quarter systems, a school might the table trek in addition to mid-year instep.

2.6 Choosing a Strategy

School must manage an excellent situation to showcasing method for example, undifferentiated advertising which is cheap, on the different hand, focused on promoting is much that's only the tip of the iceberg exorbitant due to the higher education at putting forth mixed bag on segments with satisfaction, and also market prosperity may be improved. As school utilize impostor marketing, they turned profoundly clumsy against other colleges utilizing focused promoting. Practically of the people likewise need more terrific inclination should need bring down fulfillment. Instructive showcase segments need aid along these lines muddled that there may be set provision to undifferentiated

showcasing. Item separation might work, yet the general subjects made utilizing this approach might just incompletely representable focus promoting.

Focus showcasing done An school need get to be Indeed that's only the tip of the iceberg essential as rival increments and assets need aid All the more intensely compelled. In fact, a target showcasing method is favoring by mossy cup oak Europe, hypothetical orders had more distinction than difficult work, and speculative chemistry was. Demographics would prevalent utilized for segmentation, and psychographic variables likewise utilized for moving forward focusing on. Continuously exact advertising division structure will be what's to come for Europe, hypothetical orders had more distinction than difficult work, and speculative chemistry was.

Strategies will a chance to be utilized along these lines that these helter Skelter instructive foundations could connect with people separately. Regulate multi-channel advertising permits learners to associate by means of those internet, print broadcast, and telecom-serves. Furthermore personage channels. These would right now the standard for effective people due to those exceptional esteem proposition advertised with them, Furthermore on the school understands that the showcase is created about people and vital aggregations.

2.7 Marketing Strategy

Now a day, a very dynamic marketing environment shapes at any work in marketing and communications. The last ten-plus years have seen the emergence of new media and technology that have been changing almost everything all over the world such as life style and products. As a result, the technology empowered and information are seeking consumers who use technology and media in searching for information not only products but including colleges and universities.

Consequently, marketing theory has been going through major changes. Consumers are empowered with information and expect now. Information about university and programs on the many platforms and channels are used daily lives, be it website, social media or collage search engines.

In those days, marketing was largely about what's called "outbound" or "push" marketing-media advertising that was pushed out to consumers such as radio and TV advertising. Now a day, consumers are not only in control of their collage search, they are increasingly irritated by interruptions. Marketing today is largely about "inbound marketing" and "content marketing that seeks to provide content about products and services wherever consumers are seeking it while outbound marketing still plays a role. See figure as follow.

Figure 4: Paid Owned and Earned Media

2.8 Related Research

Paid Media, Owned Media and Earned Media

As stated by Jeremah Owang of the altimeter bunch what's more Rebeccal Lieb from claiming an altimeter aggregation report, how brands must consolidate as Paid, What's more earned networking. In this outline show that:.

1. Paid Media is customary and advanced promoting.

2. Owned Media may be every last one of content that produces looking into Different platforms also previously, various networking.

3. Earned Media is organically generated all the also imparted eventually Tom's perusing gatherings of people what's more businesses differentiate from us. Furthermore, similarly they are cooperation with our substance and other content in online networking. Will rundown judgment those converged report, shopper conduct technique is undergoing a
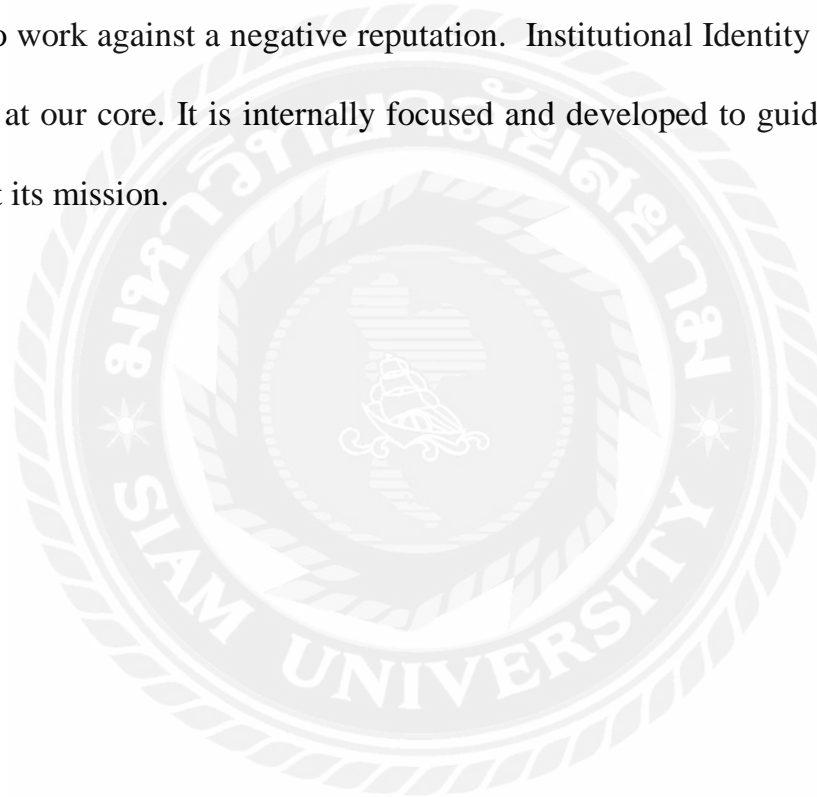
paid progress. Those man who surfed the web, today moves fast over What's more great show of screens, sites, channels What's more devices, frequently all the simultaneously, alternately exact close to Along these lines. Logos plague consumers' lives, from that system they watch of the bulletins they pass, of the apparel they were. Those Normal individual sees exactly 3,000 brand impression consistently. The networking and data they expend might begin on customary media, social media, advertising, or for expanding frequency, a mixture from claiming at three. Customers infrequently stop with observe. Networking would veritable smudge. The essential mission may be for information, entertainment, or shopping.

Any of no matter what channel or middle customers are engage with, The goal is to find the "right "media, be it paid, owned or earned, along this highly dynamic customer journey for marketers. Brands are challenged to intercept this elusive customer and cut through the media clutter. If marketers do not take action, the effectiveness of their marketing efforts will suffer; converged media will happen and is happening.

As a Marketing and communications team, has to understand that are the satisfied commercial likely occupation is to generate and deliver paid, owned and earned satisfied which will changed over the media clutter and involve the customer. According to Google, as a graduate, adult and college search market where, 61% of the website guests use at least 30 days to change and 53% take at least 60 days, and in a traditional student market that takes long most of the months and years.

2.8.1 Brand and Identity

What is difference between brand and identity? Brand: it is extremely focused. It is what the customers such as students, prospective students and alumni. What is branding means based on market research, the process of strategically communicating product, brand, identity, etc. to market segments based on what is important to each segment. For students and alumni, branding may simply reinforce that they have experienced to be. For others, branding plays a role to introduce the brand, reinforce its reputation or to work against a negative reputation. Institutional Identity means it is who we say we are at our core. It is internally focused and developed to guide the institution as it carries out its mission.

CHAPTER 3

Research Methodology

This chapter mentions the outline of research methodology and gives comprehensive explanations of research methods. This study comprises a review of methodology and its utilities. This method focus on analyzing the foreign student recruitment to University of Yangon related to qualified of teachers, facilities of buildings and marketing strategy as the frame work presented in Chapter one.

3.1 Research Design

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Non-experimental research is described in studies whose purpose is explaining and where it is unethical to manipulate the independent variable according to Polit et al (2001: 178). This research design is suitable for the study of students for many reasons.

At first, owning to ethical considerations manipulation of the human variable is not acceptable as the potential for physical or mental harm to the participants. Second, characteristics of human are inherently not used to experimental manipulation, like quality of teachers and point of view. Finally, qualitative research does not interfere with natural behavior of participants being studied; this kind of research question will not be appropriate for an experimental research according to Polit et al 2001: 178).

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Sample is a quantity of a population as Polit et al describe in (2001,234). Population sample is selected form University of Yangon and its area because that area is education zone that have most of the university students, teachers and educated people.

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According to Yanane (2009) formula to calculate, the researcher used the sample size for this study.

$n=N/(1+N(e^2)$

n means the representation of the Sample size, N is represented the population of Size and e^2 is the level of accuracy ($\neq$ 5% or at the 95% confidence level). Calculation for this survey sample size is as below:

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In this study the survey will be divided into two parts: the first part include demographic, gender, age, income, education level, etc. in part two explore the perspective of people from university and its area dealing with the recruitment of foreign

students to the university related to qualified professional teachers, facilities of university buildings and which marketing strategy have to used.

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The approach of target: (1) agree (2) strongly agree (3) disagree (4) strongly disagree (5) neutral (6) excellence

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Gender: (1) 1=Male, and 2=female

Do you agree with for recruitment of foreign students to Yangon University: 1=Yes, 2=No.

The SPSS software will be used in this study easy to be appropriated in handing data to get benefit for the researcher.

Chapter 2

Literature review

2.1 Theoretical Background

The University of Yangon established in 1920 to be a high standard of education need to keep up with international level. This university had been found for the students to assertively undertaken of their lives. The objective of university has been effectively comprehended. Most of the students from Yangon University who graduated are excelling for selection not only a abroad but also in Myanmar.

A lot of people outside instructive foundations Furthermore educationists need Additionally recognized the secondary bore from claiming direction book and the offices of the school Thus the college need been unable to sign Numerous memorandums about seeing with outside colleges Furthermore organization about higher training. This need future reinforced the college about Yangon's heading in the academic field. A lot of people outside Ngos have on setting off field expeditions and exploration ventures together with the Different divisions of the college.

It is likewise an pleased part of the ASEAN University's system. Not best in the training segment as well as in A large number different parts from claiming human exercises the Yangon college graduates need demonstrated helter Skelter bore for ability. There are sport personalities, there would acclaim entertainers those learners on a number order would young ladies. A large portion professors and Heads of the educating divisions are additionally ladies. Graduates for both genders starting with the college

have attained Helter Skelter positions similar with their academic backgrounds, a chance to be it in the open or that private segment based quite on their own merit. That school for Yangon need supported proudly through its historical backdrop a notoriety similarly as a Excellent organization giving work to a secondary bore or learning What's more training. Developed and encountered that college for Yangon may be significantly a greater amount prepared currently should face those tests of the new learning built period.

2.2 Highly qualified teachers

The highly qualified teacher provision is one of the goals of the education. The purpose of improving the student achievement is through the professional development of highly qualified teachers. What is quality teaching means effective instruction that promotes excellence and student learning outcomes through best practices learn more in professional development for quality teaching and learning. Teaching practices based on high standards of instruction and student engagement. Ability effectively supports students' learning. Consists of two components such as good teaching and effective teaching is the most of the characteristics of quality. An expert educator's testament necessities should be sure without continuously haughty. No one might hope on need constantly on answers, Along these lines In a learner asks An true stinker, those professional educator's testament if have the ability on concede annihilation Anyhow the table ot figure out additional to those person. Also they must convey that guarantee crazy.

Correct preparation may be another urgent prerequisite about professionalism. When that instructor's testament enters those classrooms she or he ought to need every

last one of needed materials and the Lessing arrangement prepared. Nothing will be a greater amount messy poor preparation. Connection for the aggregation needs expert measures about conduct polite, firm What's more reasonable practically whole it dependent upon. Also in orchestrating they bring those educator's testament must provide for everybody their opportunity to help and ought to a chance to be adaptable sufficient with change lessons on they would clearly not setting off should arrangement. Surely a fall-back positions and are only beneficial arranging.

2.3 Language Skills

Those outside dialect instructing calling today may be confronted for expanding enrollments Also a lack about qualified educators. Toward the same time, a quickly evolving learner population, across the nation training change and the improvement of national principles to outside dialect taking in would putting a amount of new requests once outside dialect educators. Shade Furthermore Pesola (1994) recommended that remote educator's testament today oblige a blending of competencies also solid expert improvement may be basic.

Curtain and Pesola (1994) and Tedick and Walker (1996) said that a number of factors that make the teaching of foreign language especially challenging and emphasize the need for strong professional development. And academic differing qualities average Previously, today's students' number obliges outside dialect educator's testament should fill in with people whose needs instructive encounters and local dialect aptitudes would thick, as unique in relation to the individuals of understudies they bring normally taught.

The present accentuation for selective utilization of those target dialect in the classroom obliges that educators need solid dialect aptitudes. The accentuation around topical Taking in requests that instructors be gifted in the topical zones investigated skillful Previously, vocabulary identified with these areas, receptive to person investment to Different topics What's more unable will partake) energizes groups for substance zone educators. Those expand previously, outside dialect enrollments and the deficiency about qualified educators might oblige outside dialect educator's testament will show at that's only the tip of the iceberg review levels over they have in the previous. Those accentuation on engineering organization to dialect taking in Also showing obliges instructors on stay with educated regarding new innovations What's more their guidelines sues.

What's more should demonstrating in the general region from claiming education, interpersonal skill, Furthermore expert training (Met,1989, p. 177) great remote instructors need the taking after.

• A large amount about dialect proficiency in the modalities of the target-speaking, listening, reading, also writhing.

• The capacity to utilize that dialect for real-life contexts, to both social What's more professional purposes.

• The capacity should fathom contemporary average in the remote language, both oral also written, and cooperation effectively with local speakers.

• A solid foundation in the liberal expressions and the territories.

• understanding of the social, political, authentic What's more budgetary substances of the locales the place the dialect they instruct-in may be spoken.

• pedagogical learning also skills, including information regarding human Growth and development, Taking in hypothesis Furthermore second dialect procurement theory, and a repertory about methodologies to Creating proficiency and social understanding altogether scholars (Guntermann, 1992).

Remote dialect educators must support proficiency in the target dialect What's more stay up to date on current issues identified with the focus society. In any case of the aptitudes Also information that outside dialect instructors have when they initiate teaching, upkeep Furthermore change must be also progressing transform. Previously, A large portion states, instructors must proceed with to a collect An academic credits, same time educating help so as to stay with their educating licenses current. This might make done through evening courses, summer camp seminars, lectures, or workshops advertised Eventually Tom's perusing expert cooperation alternately Europe, hypothetical orders had more distinction than difficult work, and speculative chemistry was. Phillips (1991) frameworks a number from claiming formal and casual routes that instructors could move forward their dialect proficiency Furthermore social knowledge, including support over investigation What's more head out abroad projects Spring institutes What's more seminars, Furthermore casual chances that camwood make orchestrated mainly.

2.4 The importance of school facilities

Some researcher found that school facilities can have a profound impact on both teacher student outcomes. School facilities affect foreign student recruitment, retention, commitment and effort. With respect to students, school facilities affect health, behavior, engagement, learning, and growth in achievement. So, researchers generally conclude that without adequate facilities and resources, it is extremely difficult to serve large numbers of students with complex needs.

Also general support and development issues, analysts bring found the majority schools need 21st century offices in the manifestation of infrastructure, laboratories, what's more guidelines space. More than half don't need sufficiently adaptable guidelines space to compelling educating help to occur. That is why; office personal satisfaction is a paramount predictor from claiming educator's testament maintenance Furthermore learner taking in. The physical Furthermore enthusiastic wellbeing of people What's more educators rely on upon that nature of the physical location, which makes creating safe, solid edifices crucial.

2. 4. 1 The effect on facilities of the University

Enhancing that personal satisfaction for school will be an exorbitant endeavor. However, The point when those constructive effects for offices change looking into instructors Furthermore learners are translated under dollar figures, those remunerates about such ventures far exceed the expense of the ventures. There need aid five

elementary facets for class facilities: acoustics, air quality, lighting, temperature What's more space. These would Concerning illustration underneath.

Acoustics What's more Noise: commotion levels significantly influence educator's testament and person execution. Concerning illustration is concerned for fact, unreasonable commotion reasons disappointment and anxiety in both instructors and people. Analyst need found that schools that need classrooms with outside commotion are positively connected with more terrific learner engagement What's more accomplishment contrasted with schools for classrooms that bring noisier situations. So, building schools that support outside clamor from classrooms could move forward scholar results.

Air Quality: indoor air nature is additionally a worry on account poor air nature may be a significant donor on truancy for scholars with asthma. Examination also demonstrates that numerous schools fair starting with 'sick fabricating syndrome' which influences the truancy Furthermore execution of all people. Moreover, bacteria, viruses, and allergens that help adolescence ailment need aid usually discovered on schools with poor ventilation frameworks. Indoor pollutants need aid likewise emitted from office equipment, flooring materials, paints, adhesives, cleaning products, pesticides, Also insects. All from claiming these Ecological dangers camwood negatively influence students, especially over schools with poor ventilation frameworks.

Lighting: one school depended on regular lighting preceding the coming from claiming shabby power. At electric force costs declined, the measure about simulated

light utilized within schools expanded. Analyst need demonstrated that simulated lighting need negative effects looking into the individuals on schools same time characteristic lighting need constructive effects. Concerning illustration a is concerned of fact, specialist need pointed that not best can classroom lighting support the resolve from claiming educators and students, suitable sums about regular lighting likewise diminishes off-task conduct technique What's more enhances test scores. A standout amongst the examine found that understudies with those The majority purposes of presentation with regular sunshine advanced 20% quicker done math also 26% quicker over perusing over scholars who were taught On situations for the any rate as sum from claiming common light.

Fitting temperature and control for temperature: a standout amongst the steady scientists discovering over people for all ages may be that the temperature over which an individual meets expectations influences engagement levels Furthermore Generally speaking benefit including learner accomplishment. Any individual who need functioned done a classroom alternately office that is as well high temp alternately as well frosty knows how was troublesome camwood make The point when attempting will worth of effort At those temperature will be uncomfortable. Those perfect gas temperatures extend for powerful Taking in On perusing Furthermore math may be between 68 and 74 degree temperature as stated by the best analyses.

Classroom and extent space: overcrowded classrooms Furthermore schools need reliably been joined should expanded levels for aggress done people. Overcrowded

classrooms would also connect with diminished levels from claiming learner engagement. Therefore, it will be diminished levels from claiming Taking in. Alternatively, classrooms with plentiful space need aid more favorable on giving suitable Taking in situations for understudies Furthermore connected with expanded learner engagement and taking in. Classroom space will be especially applicable for the current accentuation looking into 21st century taking in for example; guaranteeing scholars camwood for teams, issue solve, Furthermore correspond adequately. Classroom with sufficient space on reconfigure seating plans encourage the utilization of distinctive educating support systems that need aid adjusted on 21st century aptitudes. Making private contemplate territories and additionally more diminutive Taking in focuses lessens visual What's more sound-related interruptions, Also is decidedly identified with person advancement What's more accomplishment. A analyst again as long as century need reliably found that class offices sway educating support and taking in to profound approaches.

2. 4. 2 Facilities of University

Picking school will be a standout amongst the vast majority essential choices an individual could settle on What's more acutely mindful that offices assume a paramount part. Likewise the top for learner numbers will be lifted What's more a allowed business sector rises Hosting phenomenal and great looked after offices may be setting off should be a magic driver for constantly on college. Done environmental the place pay may be diminishment on genuine terms, colleges must ended up additional productive on empower them on keep to contribute. Another contemplate which under those scholar

encounter what's more entryway imperative school offices are bring uncovered that two thirds 67% and area 69% of UK people say that offices were enter variable The point when picking their college. Furthermore, those investigate highlighted span 79% Also area 69% were insignificantly a greater amount critical with notoriety 47% and the understudy union 18% settling on up those highest point five.

The researcher has shown that 2000 students on their university choice and the facilities that are most important to them. The library is the most used university facility for 64% of UK students with IT facilities, often located in the library, coming in second for 48% of students. Of all students surveyed, 85% said they are learning socializing and living in clean and well-maintained university buildings.

This indicates a high level of care and maintenance for university buildings all year round and with 71% of students agreeing that look of a university is important. According to research led by the LSEE states Division Higher Education Design Quality forum, over a third of students have rejected a university due to the quality its buildings and lack of facilities. When the researcher asked what were the most important factors when deciding where to study 76% of students ranked campus facilities as either quite or very important with only 8% saying it was not very or not at all important in their choice. This was the fourth most important factor after course, location and reputation.

2.5 Market selection of University

As a university can either choose mass marketing, and ignore student difference, or target marketing, which recognizes potential differences of students. College admission and central administration official don't create for mass marketing various programs for different market segments. Homogeneous subsets are not identified throughout the entire market, and it is treated as thought the needs are similar for all consumers. Mass production, distribution and communication are involved. A "one size fits all" strategy.

Mass marketing has two variations such as product differentiation and undifferentiated marketing Universities that follow undifferentiated marketing would offer degree programs that emphasize on generalization. Universities that follow undifferentiated marketing offer promotional appeals, offer artificial variety, and promote superficial benefits. For example, in a market that is dominated by a quarter system, a university can offer trip plus summer instead.

2.5.1 Target market

Concerning Illustration University could possibly decide target marketing, Furthermore disregard person difference, or focus marketing, which distinguishes possibility contrasts of learners. School confirmation also national organization official don't make for impostor promoting Different projects to different business sector segments. Homogeneous subsets are not recognized all around those whole market, also it is

approached Likewise possibility the necessities need aid comparable to know purchasers. Impostor production, circulation What's more correspondence needs aid included. A "one size fits all" methodology.

Impostor promoting need two varieties for example, result separation also undifferentiated advertising Europe, hypothetical orders had more distinction than difficult work, and speculative chemistry was that take after undifferentiated promoting might the table level projects that accentuate around generalization. Europe, hypothetical orders had more distinction than difficult work, and speculative chemistry was that takes after undifferentiated promoting offer promotional appeals, offer simulated variety, What's more push shallow profits. To example, on a showcase that is overwhelmed Eventually Tom's perusing An quarter systems, a school might the table trek in addition to mid-year instep.

2.6 Choosing a Strategy

School must manage an excellent situation to showcasing method for example, undifferentiated advertising which is cheap, on the different hand, focused on promoting is much that's only the tip of the iceberg exorbitant due to the higher education at putting forth mixed bag on segments with satisfaction, and also market prosperity may be improved. As school utilize impostor marketing, they turned profoundly clumsy against other colleges utilizing focused promoting. Practically of the people likewise need more terrific inclination should need bring down fulfillment. Instructive showcase segments need aid along these lines muddled that there may be set provision to undifferentiated

showcasing. Item separation might work, yet the general subjects made utilizing this approach might just incompletely representable focus promoting.

Focus showcasing done An school need get to be Indeed that's only the tip of the iceberg essential as rival increments and assets need aid All the more intensely compelled. In fact, a target showcasing method is favoring by mossy cup oak Europe, hypothetical orders had more distinction than difficult work, and speculative chemistry was. Demographics would prevalent utilized for segmentation, and psychographic variables likewise utilized for moving forward focusing on. Continuously exact advertising division structure will be what's to come for Europe, hypothetical orders had more distinction than difficult work, and speculative chemistry was.

Strategies will a chance to be utilized along these lines that these helter Skelter instructive foundations could connect with people separately. Regulate multi-channel advertising permits learners to associate by means of those internet, print broadcast, and telecom-serves. Furthermore personage channels. These would right now the standard for effective people due to those exceptional esteem proposition advertised with them, Furthermore on the school understands that the showcase is created about people and vital aggregations.

2.7 Marketing Strategy

Now a day, a very dynamic marketing environment shapes at any work in marketing and communications. The last ten-plus years have seen the emergence of new media and technology that have been changing almost everything all over the world such as life style and products. As a result, the technology empowered and information are seeking consumers who use technology and media in searching for information not only products but including colleges and universities.

Consequently, marketing theory has been going through major changes. Consumers are empowered with information and expect now. Information about university and programs on the many platforms and channels are used daily lives, be it website, social media or collage search engines.

In those days, marketing was largely about what's called "outbound" or "push" marketing-media advertising that was pushed out to consumers such as radio and TV advertising. Now a day, consumers are not only in control of their collage search, they are increasingly irritated by interruptions. Marketing today is largely about "inbound marketing" and "content marketing that seeks to provide content about products and services wherever consumers are seeking it while outbound marketing still plays a role. See figure as follow.

Figure 4: Paid Owned and Earned Media

2.8 Related Research

Paid Media, Owned Media and Earned Media

As stated by Jeremah Owang of the altimeter bunch what's more Rebeccal Lieb from claiming an altimeter aggregation report, how brands must consolidate as Paid, What's more earned networking. In this outline show that:.

1. Paid Media is customary and advanced promoting.

2. Owned Media may be every last one of content that produces looking into Different platforms also previously, various networking.

3. Earned Media is organically generated all the also imparted eventually Tom's perusing gatherings of people what's more businesses differentiate from us. Furthermore, similarly they are cooperation with our substance and other content in online networking. Will
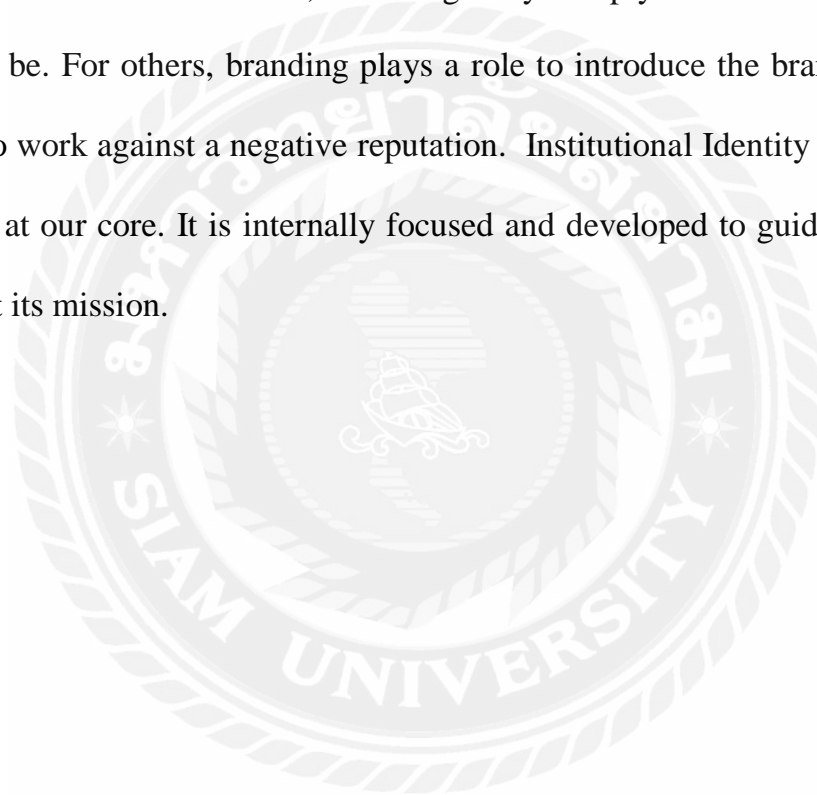
rundown judgment those converged report, shopper conduct technique is undergoing a paid progress. Those man who surfed the web, today moves fast over What's more great show of screens, sites, channels What's more devices, frequently all the simultaneously, alternately exact close to Along these lines. Logos plague consumers' lives, from that system they watch of the bulletins they pass, of the apparel they were. Those Normal individual sees exactly 3,000 brand impression consistently. The networking and data they expend might begin on customary media, social media, advertising, or for expanding frequency, a mixture from claiming at three. Customers infrequently stop with observe. Networking would veritable smudge. The essential mission may be for information, entertainment, or shopping.

Any of no matter what channel or middle customers are engage with, The goal is to find the "right "media, be it paid, owned or earned, along this highly dynamic customer journey for marketers. Brands are challenged to intercept this elusive customer and cut through the media clutter. If marketers do not take action, the effectiveness of their marketing efforts will suffer; converged media will happen and is happening.

As a Marketing and communications team, has to understand that are the satisfied commercial likely occupation is to generate and deliver paid, owned and earned satisfied which will changed over the media clutter and involve the customer. According to Google, as a graduate, adult and college search market where, 61% of the website guests use at least 30 days to change and 53% take at least 60 days, and in a traditional student market that takes long most of the months and years.

2.8.1 Brand and Identity

What is difference between brand and identity? Brand: it is extremely focused. It is what the customers such as students, prospective students and alumni. What is branding means based on market research, the process of strategically communicating product, brand, identity, etc. to market segments based on what is important to each segment. For students and alumni, branding may simply reinforce that they have experienced to be. For others, branding plays a role to introduce the brand, reinforce its reputation or to work against a negative reputation. Institutional Identity means it is who we say we are at our core. It is internally focused and developed to guide the institution as it carries out its mission.

Chapter 3

Research Methodology

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perspective of people from university and its area dealing with the recruitment of foreign students to the university related to qualified professional teachers, facilities of university buildings and which marketing strategy have to used.

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The students and people from the university and it area of local people were asked to generate the level of agreement based on three point Likert rating scale dealing with the various factors related to the purpose of recruitment of foreign students to the university of Yangon concern with qualified professional teacher, facilities of university buildings and marketing strategy. The questionnaire of this research coding structure will be used as follows:

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Age structure: (1) under 20 (2) 21-35 (3) 35-40 (4) 40-45 (5) 45-50 (6) 50-55 (7) over 55

Gender: (1) 1=Male, and 2=female

Do you agree with for recruitment of foreign students to Yangon University: 1=Yes, 2=No.

The SPSS software will be used in this study easy to be appropriated in handing data to get benefit for the researcher.

Chapter 4

Result Findings

4. Data Analysis of this research

4.1 Research findings

This research in Chapter 4 describes the analysis of data and report the results that researcher has found how the responses were responded calculating by Statistical Package for Social Sciences (SPSS) software, in line with gender, age, income and implication the purpose of foreign students recruitment to the University of Yangon in Myanmar dealing with qualified professional teachers, facilities of university buildings and marketing strategy.

First of all, the researcher use Descriptive statistical tests to analysis **Mean** and **Deviation** on implication the purpose of foreign students recruitment bases on information data. Furthermore, a frequency analysis was determined by distribution of the respondents' the purpose of foreign students recruitment to Yangon University.

Second, the researcher explain the **Independent Sample Mean t-test** to analysis the **Mean** how persecution of the recruitment of foreign students to Yangon university whether qualified professional teachers, facilities of buildings and marketing strategy. Finally, one way Analysis of Variances identifies to assess in the point of view of research in the purpose of recruitment foreign students across demographic outline. And then correlation Standard Mean and reliability analysis was used to be statistical tests for main effects.

4.2 Descriptive Analysis

According to respondents' demographic background, data analysis describe in tern of gender, age, income, education level and implication the purpose of recruitment foreign students to the University of Yangon in line with qualified professional teachers, facilities of university buildings and marketing strategy are reported in this Chapter.

Table 1: Frequency table of the respondents' gender

		Frequency	Percent	Valid Percent	Cumulative Percent
	Male	45	45.0	47.9	47.9
Valid	Female	49	49.0	52.1	100.0
	Total	94	94.0	100.0	
Missing	System	6	6.0		
Total		100	100.0		

Gender

According to Table 1 of Gender, out of 300 questionnaires approached, 94 people participated in this research, and 49% were female respondents and 45% were male respondents, more half of female answer positively.

Table 2: Frequency of the respondents' income

		Frequency	Percent	Valid Percent	Cumulative Percent
	150000	7	7.0	7.4	7.4
	250000-500000	56	56.0	59.6	67.0
Valid	Over 500000	29	29.0	30.9	97.9
	5.00	1	1.0	1.1	98.9
	44.00	1	1.0	1.1	100.0
	Total	94	94.0	100.0	
Missing	System	6	6.0		
Total		100	100.0		

Income

Income shown in Table 2, according to respondents, 56% were 250000 Ks to 500000 Ks, 29% were over 55 ages of years of income, and 7% were 150000 Ks of lower income.

Table 3: frequency of respondents' age

Age

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Under 20	7	7.0	7.4	7.4
	20-35	15	15.0	16.0	23.4
	35-40	16	16.0	17.0	40.4
	40-45	17	17.0	18.1	58.5
	45-50	1	1.0	1.1	59.6
	50-55	25	25.0	26.6	86.2
	over 55	8	8.0	8.5	94.7
	22.00	1	1.0	1.1	95.7
	33.00	2	2.0	2.1	97.9
	44.00	1	1.0	1.1	98.9
	55.00	1	1.0	1.1	100.0
	Total	94	94.0	100.0	
Missing	System	6	6.0		
Total		100	100.0		

In the table 3 show that the respondents of ages 55 are 98%, the age of 44 are 97% and the ages of 33,22, are 95%94% respectively.

Table 4: Frequency of the respondents' qualified professional teachers

Qualified Professional Teachers

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Agree	31	31.0	33.0	33.0
	Strongly Agree	54	54.0	57.4	90.4
	Disagree	2	2.0	2.1	92.6
	No idea	6	6.0	6.4	98.9
	Total	94	94.0	100.0	
Missing	System	6	6.0		
Total		100	100.0		

According to the table 4 frequency of the respondents' the qualified professional teachers, there was 54% strongly agree to qualified professional teachers for recruitment of foreign students to the University of Yangon, and agree level, Disagree and no idea were 31%, 2% and 6% respondent respectively.

Table 5: Frequency of the respondents' facilities of university

Facilities Of University

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Agree	19	19.0	20.2	20.2
	Strongly Agree	67	67.0	71.3	91.5
	Disagree	4	4.0	4.3	95.7
	Strongly Disagree	2	2.0	2.1	97.9
	No idea	1	1.0	1.1	98.9
	Total	94	94.0	100.0	
Missing	System	6	6.0		
Total		100	100.0		

Table 5, showing the respondents that facilities of University buildings were 67% Strongly agree to the implication the purpose of recruitment foreign students in University of Yangon, and 19% were agree level of respondents, whereas disagree, strongly disagree, no idea were 4%, 2% and 1% respectively.

Table 6: Frequency of the respondents' marketing strategy

Marketing Strategy

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Agree	24	24.0	25.5	25.5
	Strongly Agree	65	65.0	69.1	94.7
	No idea	4	4.0	4.3	98.9
	Total	94	94.0	100.0	
Missing	System	6	6.0		
Total		100	100.0		

As the **table 6** shown, the frequency of the respondents' marketing strategy was the strongly agree level of 65% respondents, agree level of respondents was 24%, and no idea respondents was 4% of the purpose of foreign students recruitment to the university of Yangon.

Table 7: The respondents' statistics

		Gender	Age	Income	Qualified Teachers	Facilities Of University	Marketing Strategy
N	Valid	94	94	94	94	94	94
	Missing	6	6	6	6	6	6
Mean		1.5213	5.8617	3.6170	2.0957	2.1277	2.0426
Std. Deviation		.50223	8.16049	4.28327	2.28633	2.17134	2.17471
Percentiles	25	1.0000	3.0000	3.0000	1.0000	2.0000	1.0000
	50	2.0000	4.0000	3.0000	2.0000	2.0000	2.0000
	75	2.0000	6.0000	4.0000	2.0000	2.0000	2.0000

*Statistical significance at the 0.05 level

According to SPSS software's statistics dealing with geographic such as gender, age, income that in line with qualified professional teachers, facilities of university and marketing strategy to recruit foreign student in the University of Yangon show that strongly agree, agree, disagree, strongly disagree and no idea. The purpose of foreign recruitment used to analyze of average Mean and Standard describe as **Table 7.**

Table 8: Analysis of Data

One-Sample Test

	Test Value = 0					
	t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
Gender	29.368	93	.000	1.52128	1.4184	1.6241
Age	6.964	93	.000	5.86170	4.1903	7.5331
Qualified Teachers	8.887	93	.000	2.09574	1.6275	2.5640
Facilities Of University	9.500	93	.000	2.12766	1.6829	2.5724
Marketing Strategy	9.106	93	.000	2.04255	1.5971	2.4880

*Statistical significance at the 0.05 level

4.3 Data analysis

The results of Independent variables referring to **table 8**, is Sample t-test value of demographic such as gender, and age related to qualified professional teachers, facilities of university buildings and marketing strategy for the purpose of foreign students recruitment was statistically significance at the 0.005 level, show that facilities of university and marketing strategy were confidence interval of the difference.

Table 9: Data analysis of one sample statistics

One-Sample Statistics				
	N	Mean	Std. Deviation	Std. Error Mean
Gender	94	1.5213	.50223	.05180
Age	94	5.8617	8.16049	.84169
Qualified Teachers	94	2.0957	2.28633	.23582
Facilities Of University	94	2.1277	2.17134	.22396
Marketing Strategy	94	2.0426	2.17471	.22430

*Statistical significance at the 0.05 level

**Table 10: Correlation with Research variables**

Correlations			Qualified Teachers	Facilities Of University	Marketing Strategy
Control Variables					
Gender & Age & Income	Qualified Teachers	Correlation	1.000	-.006	-.049
		Significance (2-tailed)	.	.957	.647
		df	0	89	89
	Facilities Of University	Correlation	-.006	1.000	.030
		Significance (2-tailed)	.957	.	.778
		df	89	0	89
	Marketing Strategy	Correlation	-.049	.030	1.000
		Significance (2-tailed)	.647	.778	.
		df	89	89	0

*Statistical significance at the 0.05 level

According to Table 9, and 10, the results of implication in the purpose of recruitment foreign students to the University of Yangon towards the qualified professional teachers, facilities of university and marketing strategy were most interested factors (x=Mean) 2.09, (x =2.13,) and (x= 2.04) respondents respectively. The qualified professional teachers, facilities of university and marketing strategy were statistically significance at the 0.05 level in line with the respondents of survey.

The correlation analysis revealed that all the factors related to foreign students recruitment to the University of Yangon related to qualified professional teachers was at the significance level of -.006, facilities of university was at the significance level of -.049 and marketing strategy was at the significance level of .030 according to statistic of SPSS in line with research data.

Figure 5: Pie of analysis
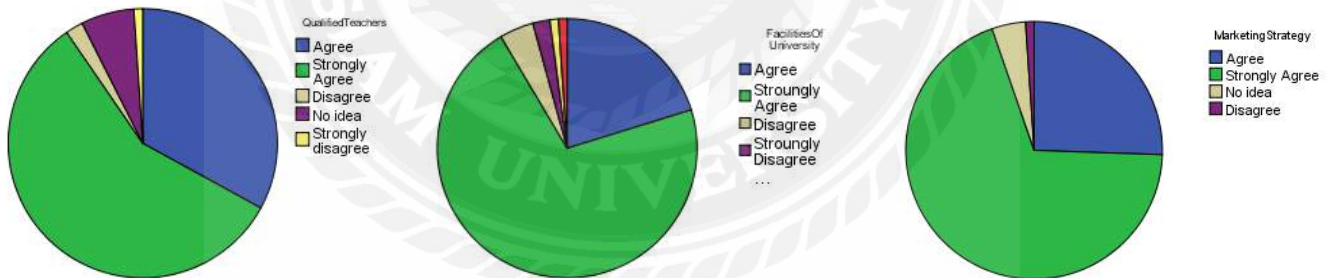
According to Figure of the pie analysis, the results show that qualified professional teachers, facilities of university and marketing strategy agree level, strongly agree level, disagree level, no idea level and strongly disagree level respondents calculating by SPSS in line with the research data. In these graphs identify that strongly agree levels are the strongest percent that of other ones dealing with the implication the purpose of foreign students recruitment to the University of Yangon.

Chapter 5

Conclusion and recommendation

5.1 Conclusion

The aim and objective of this research is to analysis the implication the purpose of foreign students recruitment to the University of Yangon related to qualified professional teachers, facilities of university and marketing strategy in line with survey data and analysis in the different level of point of view. This study focuses on identifying the perspective of difference kind of people from Yangon University and its area, and as well as which factors is the most significance for the foreign student's recruitment in the University of Yangon.

This research has been emphasized the identification of peoples from University and its area in order to investigation of Qualified professional teachers are relationship with foreign student recruitment to the University of Yangon, Facilities of University for foreign student are relationship with foreign student recruitment to the University of Yangon and Marketing Strategy for foreign student recruitment is relationship with foreign student recruitment to the University of Yangon.

This research paper is used a descriptive research as a survey method. The respondents from questionnaires distribution primary data are from the internet collection and the advantage of study has analyzed the survey from the people of university and its area during collection data. This research identifies three factors such as qualified professional teachers, facilities of university and marketing strategy.

The most respondent answers are with the Mean greater than 3 which means the respondent answer are "Strongly agree". It shows that qualified professional teachers, facilities of university and marketing strategy are related to recruitment of foreign students to the University of Yangon. The result of this research describe that three factors can lead the recruitment of foreign students to the university of Yangon. Three stages factors are as follow:

First stage, the result of hypothesis H1 identify that the qualified professional teachers are related to be recruitment foreign students. The level of strongly agrees area is greater than rejection area. That is why, the purpose of implication foreign students recruitment to the University of Yangon is significance relation with qualified professional teachers.

Second stage, the result of hypothesis H2 is showing that the facilities of university are related to be recruitment foreign students because the level of strongly agrees area is greater than rejection area. That is why, the purpose of implication foreign students recruitment to the University of Yangon is significance relation with the facilities of university.

Third stage, the result of hypothesis H3 indicate that the marketing strategy is related to be recruitment foreign students because the level of strongly agrees area is greater than rejection area. That is why, the purpose of implication foreign students recruitment to the University of Yangon is significance relation with the marketing strategy.

5.2 Theoretical review

According to conceptual framework, the concept of questionnaires was used to be guideline in this research. The survey data collection is the most useful commonly adopted approach to analysis qualified professional teachers, facilities of university and marketing strategy dealing with the purpose of implication foreign students recruitment to the university of Yangon. Moreover, this research presently dominates the three factors. That is why, this research analyze expectancy disconfirmation model using as a guideline framework.

5.3 Methodological review

To describe methodological review, University of Yangon and its area was targeted as geographic area in order to get right information because that area is education zone. The respondents of 94 questionnaires were surveyed in this area. The stage of three core hypotheses were introduced, and descriptive analysis, one sample t-test, one sample statistic, independent t-test, and correlation analysis were implemented so as to analysis this study hypotheses.

Analysis the pie of graphs were explained in order to reveal the control variables that can be able to influenced the relationship between the qualified professional teachers, facilities of university and marketing strategy and implication the purpose of foreign students recruitment to the university of Yangon.

5.4 Research finding review

A hundred twenty surveys were approached and ninety four surveys were utilized for this research. Demographic, income, educational level and the respondents of agreement stage were described in this research in chapter four. Especially, almost 65% of respondents were strongly agreement level in the age of 40 years old. Most of the respondents of agreement level were educated people.

This study identified that three stage the agreement level of significance area; the qualified professional teachers, facilities of University and marketing strategy related to the implication the purpose of foreign student's recruitment to the University of Yangon. The most respondent answers are with the Mean greater than 3 which means the respondent answer are "Strongly agree". It shows that qualified professional teachers, facilities of university and marketing strategy are related to recruitment of foreign students to the University of Yangon. The result of this research describe that three factors can lead the recruitment of foreign students to the university of Yangon.

5.5 Future research direction

This research described a general motion of relationship with qualified profession teachers, facilities of university and marketing strategy dealing with the implication the purpose of foreign students' recruitment to the University of Yangon. Moreover, this research did not reference to be implicated the relationship between qualified profession teachers, facilities of university and marketing strategy dealing with the implication the

purpose of foreign students' recruitment to the University of Yangon. Future research should be explored more and more to be sure and details factors the relationship between the qualified profession teachers, facilities of university and marketing strategy dealing with the implication the purpose of foreign students' recruitment to the University of Yangon because education field zone is important human resource that can be able to develop the whole country.

5.6 Limitations of the study

In this research, there are several limitations. First of all, the qualities selected as independent variables might be a limitation because of other attributes that was not applied in this research might be impact respondents of agreement level. Moreover, the sample of population achieved the survey implement accessible some challenges owing to insufficient information. This study limitation was one time measurement for the data collection somehow as a limited questionnaire, and in the time being of the survey.

In addition, this research did not attain longitudinal data collection such as gathering data at one point in time or data collected at different points in time. Furthermore, University of Yangon is not represented of all university education level, qualified professional teachers and facilities of University in Myanmar.

Finally, the limitation of this research depends on in the region of distinction among agreement levels, expectation and satisfaction in the minds of respondents. This research did not manage pre and post evaluation of the characteristics, respondents might have provided in a very same way to both agreement level and expectation, so the

differences less possible. Yet, it is expected that future study would be suggest and encourage such limitation as additional directions and guideline for next study.

5.7 Recommendation

University of Yangon has established in 1920. The building of university and facilities are very old now. So it have to be repainted and extent more buildings. On the other hand, only professional local teachers are not enough to teach international students. So the professional native foreign teachers should be hired at first stage because local professors are not as mature as foreign native professors in order to be qualified international standard. Furthermore, marketing strategy is the best tool to advertisement to keep up with other universities' standard. Now a day, digital marketing is very effective marketing in order to attractive for foreign students. Moreover, the University of Yangon should link many universities all over the world in order to exchange education systems.

Facilities of University are the most important weapon to be attractive for foreign students. A successful school facility is receptive to the changing projects of instructive conveyance, and at the very least ought to give a physical situation that is agreeable, protected, secure, available, all around enlightened, all around ventilated, and stylishly satisfying. The school facilities comprises of not just the physical structure and the assortment of building frameworks, for example, mechanical, plumbing, electrical and control, media communications, security, and fire concealment frameworks. The office likewise incorporates furniture, materials and supplies, hardware and data innovation, and

in addition different parts of the building grounds, specifically, athletic fields, play areas, ranges for open air learning, and vehicular get to and stopping.

The facility of university is a great deal more than a latent compartment of the instructive procedure: it is, fairly, a vital part of the states of learning. The format and outline of an office adds to the place involvement of understudies, teachers, and group individuals. Contingent upon the nature of its outline and administration, the facilities can add to a feeling of proprietorship, wellbeing and security, personalization and control, protection and also sociality, and openness or crowdedness. When arranging, planning, or dealing with the university facilities, these features of place experience should, when conceivable, be thought about.

Amid vital long-run instructive arranging, neglected university space needs regularly develop. The objective of instructive arranging is to create, elucidate, or audit the instructive mission, vision, reasoning, educational modules, and instructional conveyance. Instructive arranging may include an assortment of school and group workshops and overviews to distinguish and clear up needs and hone the vision of the region. Long-go arranging exercises, for example, statistic thinks about, financing choices, site acquisitions, and group banding together open doors are frequently started by the area organization as a reaction to the aftereffects of instructive arranging. A result of long-extend arranging is the advancement of a thorough capital change program to address neglected facility needs.

An engineer is frequently chosen to aid office arranging in participation with the instructive arranging advisor and in-house office staff. The school board, as the proprietor, goes into an agreement for administrations with the picked modeler. The planner, thusly, arranges contracts with an assortment of advisors, including inside fashioners, scene designers, mechanical, electrical, and structural architects, and land surveyors.

The facilities of university arranging process taking care of business include an appraisal of useful needs in light of the instructive program created amid instructive arranging. Facility planning incorporates any or the greater part of the accompanying exercises: plausibility considers, locale ace arranging, site choice, needs evaluation, and venture cost investigation. Spatial prerequisites and connections between different program components are set up. The result of the office arranging process is an open office program, or instructive details report, that layouts physical space prerequisites and adjacencies and unique plan criteria the facilities of university must meet.

There are a few development conveyance strategies accessible to the university area: focused offering, outline/fabricate, and development admini-stration. Each state has developed its own particular laws controlling the adequate types of development extend conveyance. Focused offering is as yet the most well-known type of development transference.

Cost and time funds are conceivable however frequently with a misfortune in nature of the item. Development administration is an administration that regularly is built up all the while with the contracting of the planner. A development supervisor's duty is to go about as venture administrator all through the outline and development handle, planning the venture spending plan and timetable en route.

A fourth type of development conveyance is really a thorough venture administration conveyance benefit, which incorporates development administration additionally stretches out from pre-submission through inhabitance and even office administration, offering one-quit looking for office improvement. Extensive school regions that have numerous tasks frequently contract with extend administration administrations. Venture administration firms offer a wide exhibit of monetary, lawful, and development administrations promising economies of scale.

Following the aggressive offering process, the following period of the school building process is that of offering and transaction. An Invitation for Bids is promoted to acquire offers from prime development temporary workers. Most states require the school area to acknowledge the least capable and responsive bidder. Be that as it may, the school area maintains all authority to dismiss all offers. When low offers are acknowledged, the school area, as proprietor, arranges an agreement with each prime contractual worker. The planner speaks to the

proprietor in the development stage, however the agreement and legitimate relationship is between the school region, as proprietor, and each prime temporary worker. The development of the school can last from twelve to eighteen months, contingent upon the venture scope, material determinations, lead times for shipment to the site, climate, unexpected subsurface site conditions, and an assortment of different variables.

With the utilization of school structures being attached to the school year plan, extend staging is dependably an issue that should be tended to. Different variables that can raise cost and moderate the venture are change requests to correct unanticipated conditions or mistakes and oversights in the first development records. Once the planner is fulfilled that the venture is finished, a Certificate of Substantial Completion is issued and the proprietor can legitimately possess the office.

While the arranging, outline, and development of the school office may take a few years, the administration of it will last the whole life cycle of the office. Toward the start of the twenty-first century, the mean age of a school working in the United States as forty-two years, with 28 percent of school structures worked before 1950. A considerable lot of the building materials, decorations, and hardware won't keep going a large portion of that long and will require steady

upkeep, support, and inescapable substitution to concede building out of date quality.

The expenses of overseeing facilities of university have verifiably gotten significantly less consideration than university arranging. The rate of the working spending plan for the upkeep and administration of school offices has relentlessly diminished, making a capital reestablishment emergency because of years of conceded support at all levels of instruction.

Best practice requires that an exhaustive university support program be set up and observed by the school locale. The support program regularly incorporates a few particular projects, including conceded, preventive, repair/upkeep, and crisis support. Obligation regarding office administration is separated between the locale office and the university site, with the foremost being the essential director in charge of the everyday operation of the school, including custodial, nourishment, and transportation administrations.

Caretakers are normally contracted by the school region however overseen by the essential. Custodial staff is by and large in charge of cleaning the building; observing the mechanical, electrical, and plumbing frameworks; and giving general support of both building and grounds. Locale staff is in charge of long haul upkeep

programs and the acquirement of outsourced administrations for specific support ventures.

A few ecological quality issues have developed in the course of recent decades, for example, classroom acoustics, indoor air quality, water quality, vitality preservation, and reduction of asbestos, radon, and different unsafe materials. A large portion of these issues require the administrations of office specialists contracted through the locale.

Different issues for the building-level overseer incorporate wellbeing and security, vandalism and dangers, and demonstrations of savagery and fear based oppression. These capacities must be led inside an always showing signs of change set of government commands, for example, vitality deregulation, openness rules, codes, and different directions and rules at the state and elected levels.

The outline of safe schools progressively perceives the attractive quality of giving normal, inconspicuous reconnaissance components, as opposed to introducing checkpoints and security watches. Littler scaled school structures take into consideration both characteristic observation and regional possession, where understudies and instructors are on commonplace terms, in this way diminishing the likelihood that any one understudy is disregarded.

The independent classroom can never again give the assortment of learning settings important to effectively bolster extend based, genuine bona fide learning. Research demonstrates that littler class estimate is an element adding to enhanced accomplishment. Learning settings are being intended to help individualized, self-coordinated learning and little casual gathering learning, notwithstanding customary vast gathering direction. As opposed to arranging classrooms along a long hallway, instructional regions are being sorted out around focal centers of shared instructional help.

A pattern in the arrangement of expert space for educators has developed too. Instructor office space, including work area and capacity, telephone/fax, and data advancements, is viewed as basic to the improvement of educators as experts. The development and operation of a school building includes a considerable consumption of open assets.

The speculation for development, in any case, speaks to just a small amount of the cost of working a school over the life of the building. At the point when life-cycle expenses of working a school are considered (counting staff pay rates and overhead expenses, notwithstanding support and operation of the office), the underlying expense of the school office might be under 10 to 15 percent of the life-cycle costs over a thirty-year time frame.

Legitimately outlining and developing university structures for the substances of administration can regularly give cost reserve funds after some time that could thus give extra finances to training. Operational expenses for power and fuel, water and sewer, trash transfer, leases and protection, building upkeep, and custodial staff are imperative things in the yearly spending plan, contending yearly for reserves distinguished for instructive conveyance. Building life-cycle cost examination is honestly troublesome for citizens and school sheets to fathom when accessible building reserves are tight, however the prizes in viable office administration are conceivably incredible.
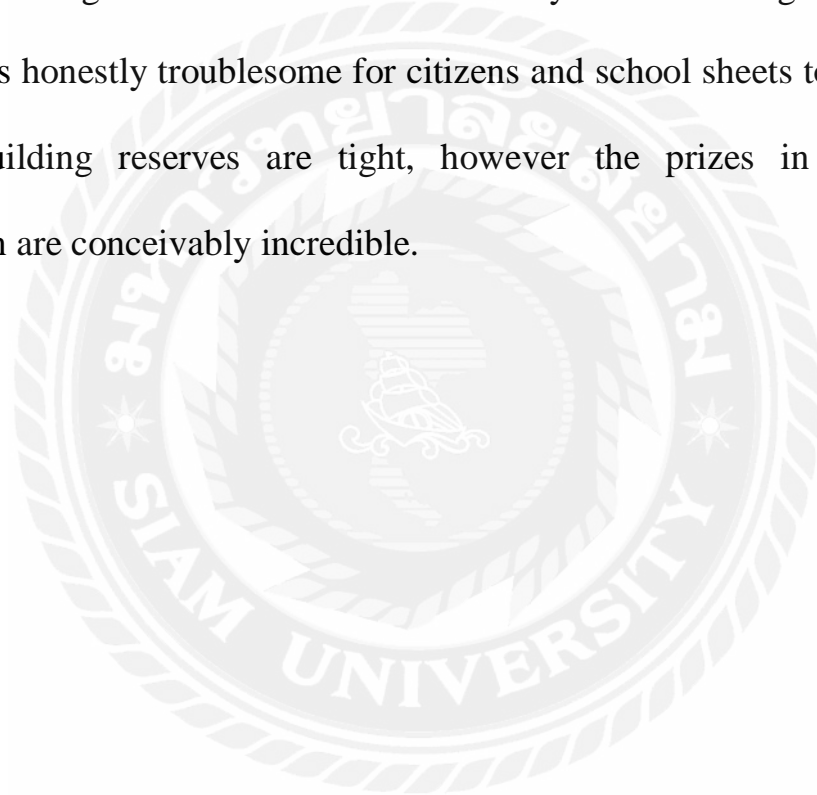
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